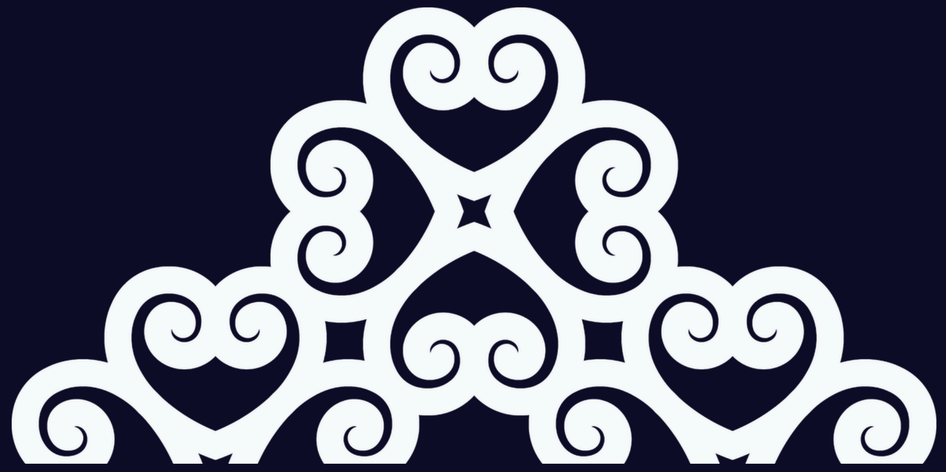

UNMASK
THE REAL YOU



"WHAT IF A GAME COULD TEACH YOU MORE ABOUT YOURSELF, YOUR FAMILY, YOUR FRIENDS, YOUR COLLEAGUES, THAN A LIFETIME OF CONVERSATION?"



UNMASK: The Real You.

This is not just a game. It's an experience. Potentially a life changing experience.
If that seems like an exaggeration... wait until you play.
Wait until you see the profound affect it has on other people. The affect it has on you.

Because Unmask reveals the truth about who you are, who your friends and family truly are.
It peels back the many layers of camouflage acquired over the years.
Gently, lovingly, yet uncompromisingly. It does so by identifying your personality archetype
and the associated character traits that come with it.
Are you a warrior, a sage, a healer, a shape shifter, an alchemist...?
Chances are, you're not the archetype you thought you were.

Even though your cards are picked sight unseen, there's nothing random about them.
Time after time, people select the five cards that embody their true nature.
Cards that intuitively know if you are going through a transition.
That know your hidden strengths and your potential.
If this all sounds like hocus-pocus, well that's because it is magical. Metaphysics do come into play.
There is a spiritual, other worldly element to the game.
But really, it's the dynamic between our conscious and unconscious selves.
Who we think we are- and who we really are.

The game focuses on the light side of our personality, all the positive aspects.
So you and those you play with will come away feeling energized, enlightened- sometimes
even inspired to take on a new role in life.
By all means- retain your healthy scepticism. But you'll become a believer once you play.
Because the cards know you better than you know yourself.

INTRODUCING THE TWELVE DOMINANT ARCHETYPES



REVOLUTIONARY



LOVER



CREATOR



JESTER



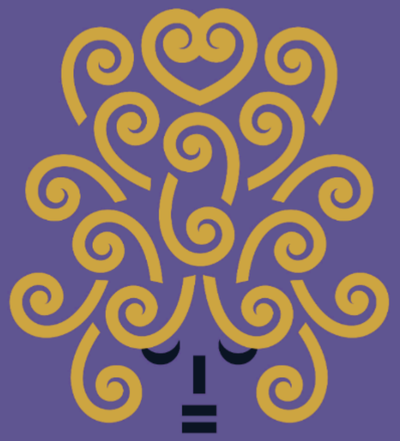
SEEKER



IDEALIST



RULER



REALIST



SAGE



CAREGIVER



WARRIOR



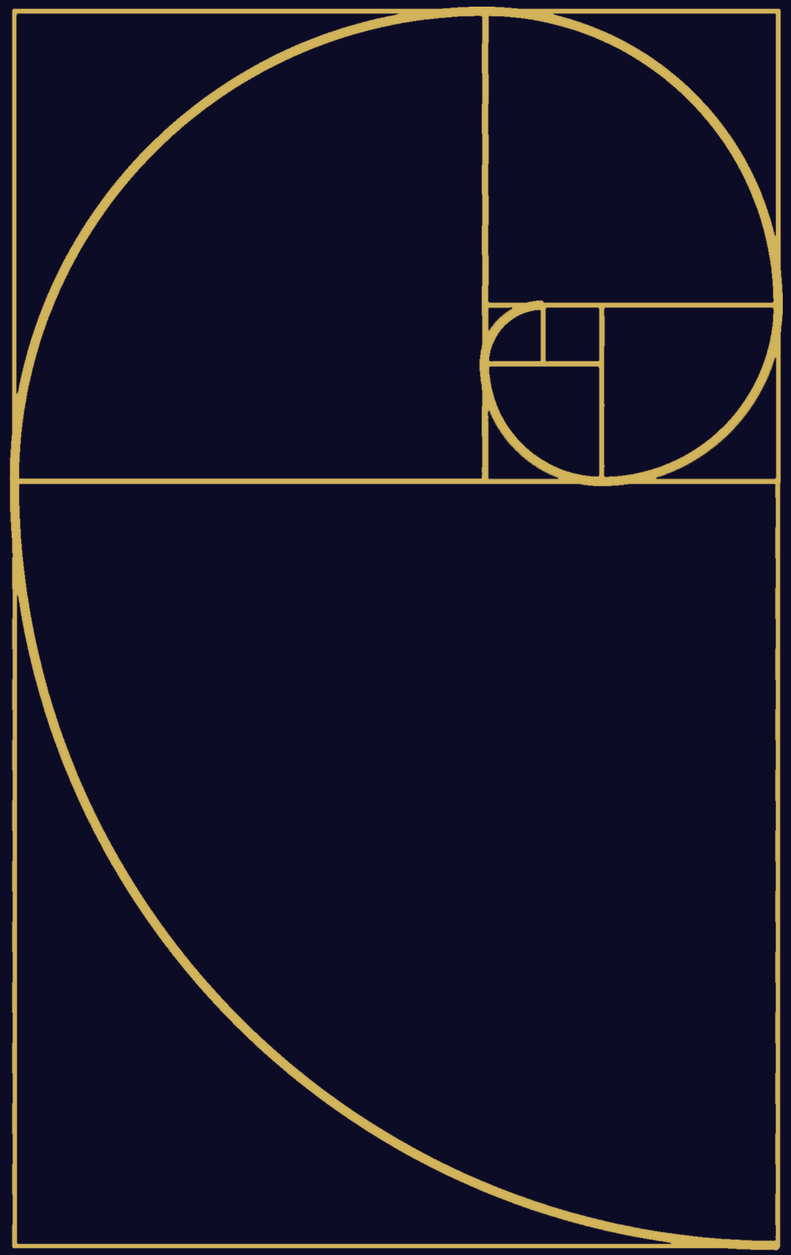
ALCHEMIST

EACH OF US LIVE BY
ARCHETYPES THAT INFORM OUR
MAJOR THINKING PATTERNS.
THEY SHAPE OUR BEHAVIOUR AND
INFLUENCE THE STORY OF OUR LIVES.



Carl Jung

UNMASK was inspired by Carl Jung's theory of the collective unconscious. He believed that human beings are connected to each other and their ancestors through a shared set of experiences. We use this collective consciousness to give meaning to the world.



WHAT DO THE PYRAMIDS OF GIZA AND DA VINCI'S MONA LISA HAVE IN COMMON WITH THE BRAND DESIGNS OF GOOGLE, PEPSI, TWITTER AND UNMASK?

THEY ALL DEPICT THE DESIGN ELEMENTS OF THE "GOLDEN RATIO SPIRAL."

Rooted in nature and used throughout history to create elements of ideal visual appeal, a sense of natural beauty, harmony and aesthetic balance. Used in various forms of Architecture Art, and Design, making them more engaging, memorable and pleasing to the eye, leaving a highly impactful impression on the human subconscious.

BOX COVER SLIDES INTO FRAME

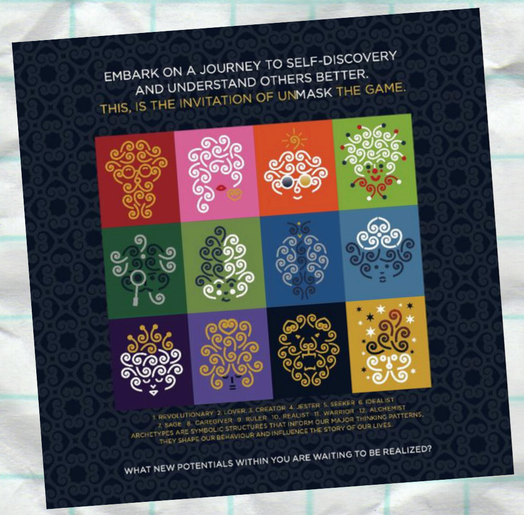
SLIDER SIZE 11.7"X 11.7"



BOX SIZE 12" X 12"

GAME BOARD IS REMOVE TO REVEAL INSIDE MASK-COVER







INSIDE MASK-COVER SIZE 11.5" X 11.5"

IS REMOVED TO REVEAL PLAYING ELEMENTS IN BOX



PLAYING ELEMENTS IN POSITION





MAIN-ARCHETYPE CARDS
TOTAL - 12





FRONT BACK

A - CARD VOTING CHIPS / 6 COLORS
TOTAL 30 CHIPS



FRONT BACK

B - PERSONAL PLAYER CHIPS / 6 COLORS
TOTAL 6 CHIPS



FRONT BACK

- 4 HEART CLOVER CHIPS / 6 COLORS
TOTAL 6 CHIPS

THE GAME'S PLAYING BOARD UNFOLDS INTO 6 PANELS

Suggested 6 players around the board. Each player is identified by a different coloured HEART CHIP



Game begins with PLAYER #1 randomly choosing 5 cards from the 72 CARD playing deck and places them on the board face up.



Each player get's a set of 5 VOTING CHIPS rated from 1 as least and 5 as best.

TOP OF CHIPS

CHIPS REVEALED

PLAYER #1 reveals the 5 selected cards.

All players Simultaneously proceed to place their 5 VOTING CHIPS top up, confidentially voting on the Archetype card they feel “most to least” describes PLAYER #1.

One at a time each player reveals

they're 5 VOTING CHIPS, while verbally rationalizing each choice. A group discussion ensues.
The process repeats clockwise with PLAYER #2 and so on.





EMBARK ON A JOURNEY TO
SELF-DISCOVERY
AND UNDERSTAND
OTHERS BETTER.
THIS, IS THE INVITATION OF



UNMASK

THE SAGE

Which is the dominant Archetype within you?



UNMASK

THE REVOLUTIONARY

Which is the dominant Archetype within you?
Archetypes shape our behaviour
and influence the story of our lives.

“I-am”

THE IDEALIST

Which is the dominant Archetype within you?

UNMASK

THE REAL YOU





UNMASK

YOU ARE MORE THAN YOU THINK YOU ARE